# portfolio.

DANI BRUFLODT
2025

DIGITAL INFRASTRUCTURE EXPERT
CREATIVE STRATEGIST

### hello there.

I'm Dani, a lifelong creative with a deep passion for sustainable productivity, digital organization, and efficiency.

I have created hundreds of successful digital and physical products and led over 1,000 students through my online courses.

I'd love to collaborate with you on your next big idea.

( ) our

Dani Bruflodt

Dani@Thyme-is-Honey.com



### timeline.

D A N I B R U F L O D T

### **TOPSKILLS**

Digital Organization and Systems Design Content Creation and Strategy Copywriting and Storytelling Project Management

### **TECHNICAL PROFICIENCY**

Substack
Wordpress
Shopify
Social Media Platforms
Google Suite and Workspace
Canva
Flodesk
Microsoft Suite
Adobe Suite
Zapier

### **SUPER POWERS**

Optimizing processes and automation to save time and increase efficiency

Producing engaging copy and stunning imagery with a clear plan for repurposing content

Creating and executing big picture content strategies across all platforms

Growing communities and subscriber lists that are engaged and impactful

### **LANGUAGES**

English (native speaker) Danish (beginner) 2008 Graduated College
Luther College
B.A. in History and Museum Studies

2009 Post-Graduate Training
University of Northern Iowa
Public History and Archival Science

2010 Information Specialist Kluis Publishing Wayzata, MN

2011 Founded Social Media Agency
Thyme is Honey
Madison, Wisconsin

Managed client accounts as large as 5.5 million

Launched client products with Target, Whole Foods, Anthropologie, and Ulta.

Managed large-scale influencer outreach program and campaigns

Product photography featured in Target and Whole Foods locations nation-wide

2018 Moved to Denmark!

2019 Launched Product Collection

DailyPageShop.com

Oversaw creation of product design from conceptualization to launch

Managed production. logistics, and marketing

Grew @TheDailyPage Instagram account to 7.5K

Built 25K subscriber email list

Over 30K sales to date

2023 Completed Mayo Clinic Wellness Coach Training Program

Launched Thyme is Honey Substack
Featured in Top 100 Tech Substacks
Grew audience to 13K subscribers

### digital assets

I'm skilled at creating highly-effective digital assets such as eBooks, online courses, podcasts, downloads, and spreadsheets. These are a great way to share information, grow an email list and provide value to your audience.

### **EBOOKS**







### **DOWNLOADS**







### **SPREADSHEETS**







### writing

I am an experienced technical and creative writer and have written over 3,000 articles for my own platforms as well as clients, with extensive experience on both Substack and WordPress.



A POWERFUL TOOL FOR FINDING PURPOSE

**READ THE ARTICLE** 



9 WAYS TO UPGRADE YOUR GOOGLE CALENDAR

**READ THE ARTICLE** 



4 WAYS TO UPGRADE YOUR TO-DO LIST

**READ THE ARTICLE** 



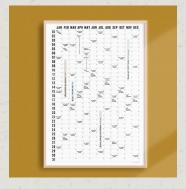
GETTING ORGANIZED WITH BOOKMARK FOLDERS

**READ THE ARTICLE** 

## print products

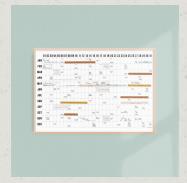
I designed a thoughtful collection of innovative planning and organization tools. They are produced on a woman-owned printing press in my home state of Minnesota using sustainable materials and I have completed 30K+ sales to date.









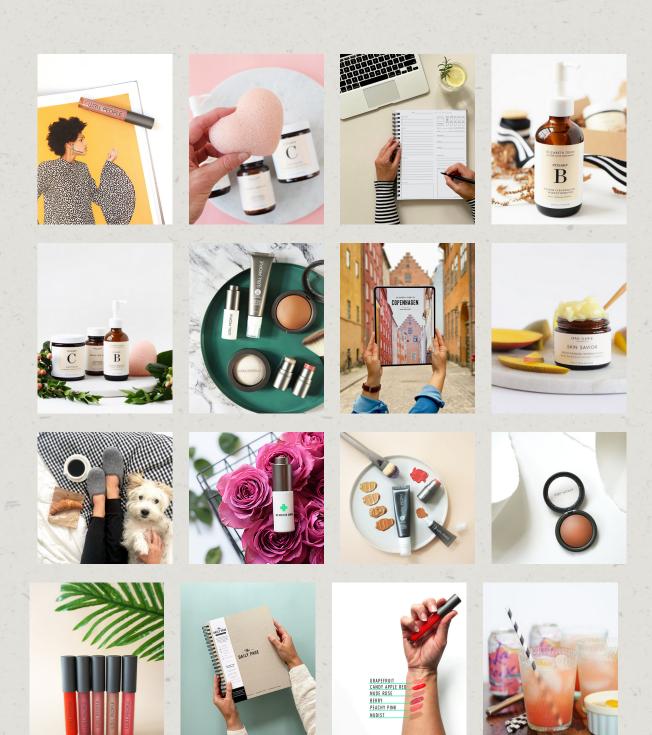






### product photography

I purchased my first DSLR in 2011, took a local photography class, and the rest is history. I managed props, backgrounds, and styling for all images below and am experienced with editing in Adobe Photoshop and Lightroom.



### community building

One of the best things about the internet is our ability to connect with each other. For years I've been building community with people online over shared interests and enjoy providing well-organized spaces for support and encouragement.



### **HEY YOU DRINK WATER**

In 2021 I created an Instagram account called <u>@HeyYouDrinkWater</u> to share my love for hydration and health.

Over the years it has grown to a community of 13K+ hydration lovers and provides free reminders to "drink some water" throughout the day.



### **MONTHLY REVIEW DAYS**

In 2024 I began hosting <u>"Monthly</u> <u>Reviews Days"</u> -- an online gathering for planning, goal setting, and habit formation.

These monthly "hang outs" average 25 attendees and have become a great way to share my work and products while connecting with like-minded people.

### illustration

I enjoy digital illustration and have taught myself how to transform my doodles into social media content, GIFs, and digital stickers that can be accessed via TikTok and Instagram libraries.























# contact me.

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